



**ŠKODA**  
SIMPLY CLEVER

# PRESS KIT

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## Model's history – one million mark reached in third generation

- › Following on from the original SUPERB in the 1930s, the modern-day ŠKODA SUPERB was born in 2001
- › In its second generation, the SUPERB COMBI accounted for over 50 per cent of deliveries
- › China and Germany are the largest sales markets for ŠKODA's flagship

Mladá Boleslav / Wagram, 1 July 2019 – The success story of the modern-day ŠKODA SUPERB began in 2001 – more than 50 years after the original SUPERB, which was produced between 1934 and 1949. In April 2017, the third generation of ŠKODA's top model hit the mark of one million cars produced. To date, the SUPERB and SUPERB COMBI have won numerous international awards from renowned European automotive publications. The model's most important sales markets are China and – in Europe – Germany, the United Kingdom and Poland.

The ancestor of the current top ŠKODA model is the luxurious 640 SUPERB with plenty of space for up to eight people introduced in 1934. By 1949, 2,500 of the original SUPERB had been produced in various versions.

### **First generation: a new beginning combined with old qualities**

Over 50 years later, ŠKODA presented a SUPERB once again at the IAA 2001 in Frankfurt. This new top model kept the SUPERB's old qualities alive; the four-door saloon's interior was so spacious that the passengers in the rear could cross their legs. In total, 135,700 of the SUPERB I were produced from 2001 to 2008 and it received numerous prestigious awards, including being named 'Best Import Car' by car magazine *Auto Bild*.

### **Second generation: the SUPERB COMBI doubled deliveries**

ŠKODA unveiled the SUPERB II at the 2008 Geneva Motor Show. Following in the footsteps of the hatchback version featuring an innovative two-part tailgate, the SUPERB COMBI first appeared one year later. In total, 616,600 of the SUPERB II were produced between 2008 and 2015. Among others, it was awarded the title of 'Luxury Car of the Year' by the British *Top Gear* magazine in 2009, and 'Best Import Car' in its category in the 'Best Cars 2012' readers' choice awards for German specialist magazine *auto, motor und sport*.

### **Third generation: more emotive and dynamic**

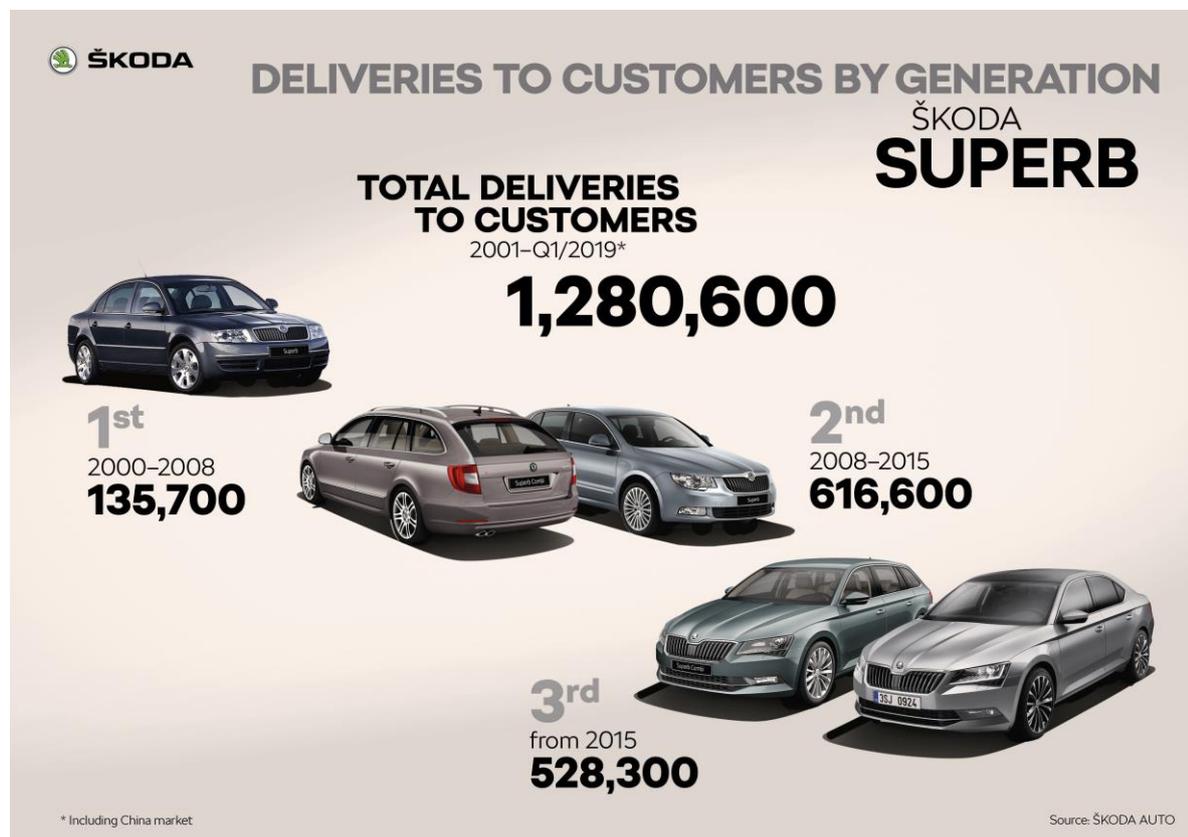
Boasting new technologies, innovative assistance systems, a high level of safety and even more space, the SUPERB III set new benchmarks in 2015; it was also more elegant and dynamic than ever before. In 2016 alone, it collected 31 international press awards – and a further 16 awards the following year. The third generation reached the mark of 500,000 cars produced in March 2019 – even before the model range's update. ŠKODA's flagship is extremely popular as a company, business and fleet vehicle – in 2018, 82 per cent of buyers were business customers. Since 2016, approximately 54 per cent of all of the ŠKODA SUPERBs produced in Europe have been SUPERB COMBIs. In Germany, the model's most important European market, over 90 per cent of all SUPERBs are delivered as an estate.



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## ŠKODA AUTO

- › was founded during the pioneering days of the automobile in 1895, making it one of the longest-established car companies in the world.
- › currently offers its customers nine passenger-car series: the CITIGO, FABIA, RAPID, SCALA, OCTAVIA, KAROQ, KODIAQ, as well as the KAMIQ and the SUPERB.
- › delivered more than 1.25 million vehicles to customers around the world in 2018.
- › has been part of Volkswagen Group since 1991. Volkswagen Group is one of the most successful vehicle manufacturers in the world. In association with the Group, ŠKODA AUTO independently develops and manufactures vehicles, as well as components such as engines and transmissions.
- › operates at three locations in the Czech Republic; manufactures in China, Russia, Slovakia, Algeria and India mainly through Group partnerships, as well as in Ukraine and Kazakhstan with local partners.
- › employs over 39,000 people globally and is active in more than 100 markets.
- › is pressing ahead with the transformation from a traditional car manufacturer to the 'Simply Clever company for the best mobility solutions' as part of the ŠKODA 2025 Strategy.